Web Pages *for a Super Future!*
Down to Earth Tips for Web Pages

Missouri Business Education Association Conference

Business Education…for a SUPER Future

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Creating a Comfortable Site

→ Does the site maintain a consistent layout from page to page?

→ Is the type and style of content consistent over time?

→ Is it easy to navigate from one page or section to another?

→ If the site is larger than a few pages, dos it include a search feature?

Tapping Creativity

- Meditate
- Brainstorm
- Doodle
- Do other things
- Take a nap!

Resources for Creativity

- BrainWaves Center
  - www.brainwaves.com
- Website Tips: Creativity & Inspiration
  - www.websitetips.com/design/creativity.shtml
- Drawing on the Right Side of the Brain
  - www.drawright.com
- Funderstanding: Right Brain vs. Left Brain
  - www.funderstanding.com/right_left_brain.cfm

Keeping Your Site Fresh

If your core material is something that doesn't change often, you need to add some peripheral material that you can replace more frequently. Consider adding a Tip of the Day, fresh links, a Did You Know? Column, or something along those lines so that you can avoid offering only stale content to your return visitors.

A web site must change at least once a month to keep visitors interested in coming back to it.

Appealing to Your Audience

- How do they communicate with one another?

- What kind and color of clothes do they wear.

- What's their worldview?

Other Resources for Web Design

- Useit.com
  - www.useit.com

- Web Pages That Suck
  - www.webpagesthatsuck.com

- Web Style Guide
  - www.webstyleguide.com/index.html?/contents.html

Clip Art Sources

Animation Arthouse

www.animation.arthouse.org

Barry's Clipart Server

www.barrysclipart.com

Clipart Connection

www.clipartconnection.com

Cool Archive Free Clip Art

www.coolarchive.com

Graphic Maps

www.graphicmaps.com/clipart.htm

Noetic Art

www.noeticart.com

Planning Useable Navigation

- Keep your navigation system consistent on all pages in your Web site.
- Put links to your home page and your search function on both the top and bottom of every page.
- Never use blue, underlined text for anything but a link.
- Don't use too many links in a navigation bar.
- Use words!

Online Resources on Site Navigation

- FusionBot
  - www.fusionbot.com
- Google Free
  - www.google.com/searchcode.html
- LinkBar
  - www.consultcom.com/Java/Applets/LinkBar.html
- Mondosoft
  - www.mondosoft.com

Online Resources for Graphics Programs

- Adobe Photoshop
  - www.adobe.com/products/photoshop/main.html
- Corel Painter
  - www.corel.com/painter
- CorelDraw
  - www.corel.com/coreldraw
- Macromedia Fireworks
  - www.macromedia.com/software/fireworks
- Paint Shop Pro
  - www.jasc.com/products/paintsshoppro/

Free Logo?

Want a free logo for your site?

Just ask Grazia at

www.gcipresso.com.

All you need is a little patience because paying work must come first for this skilled artist. Click the links under Free Services.

Site also includes Web site templates that are very well done!

Online Resources for Quality Graphics

- 1Archive.com
  - www.1archive.com
- CoolNotions.com
  - www.coolnotions.com
- Dee's Art Gallery
  - www.dreslough.com/dee/index.html
- Goddess Art of Jonathon Earl Bowser
  - www.jonathonart.com
- Lindy's Graphics
  - www.theiowa.net/lindy/

About Image Repositories

Any image repositories are questionable. They do have a zillion images for you to download. However, they typically involved all sorts of copyright and trademark violations, and the fact that such a repository provides Mickey Mouse or Donald Duck images that you put on your site doesn't keep Disney lawyers off your back. Stick with sites like the ones given in the previous slide.

Public Domain Music Sources

- The Choral Public Domain Library
  - www.cpdl.org
- Classical Piano Free Downloads
  - www.sheetmusic1.com/NEW.GREAT.MUSIC.HTML
- LSVideo
  - www.lsvideo.com
- PD Info
  - www.pdinfo.com
- PDMusic.org
  - www.Pdmusic.org

Public Domain Music Sources *cont'd*

- U.S. National Archives
  - www.archives.gov/research_room/media_formats/film_sound_video.html
- Virtual Sheet Music
  - www.virtualsheetmusic.com/Downloads.html
- Web-Helper.net:Public Domain Music
  - www.web-helper.net/PDMusic

Big Rules for Planning Your Site

#1 The Web is for reaching out to people.

#2 Keep your Web pages lean and clean.

#3 Know who your visitors are and what they want.

#4 It's your Web site. It's your vision. Do it your way!